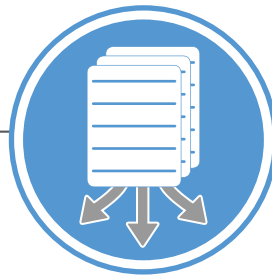


# The Enrollment Solutions Platform



Enrollment Management Consulting



Creative Distribution

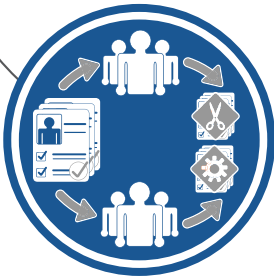


Student Interaction



Pre-Call Software Screening

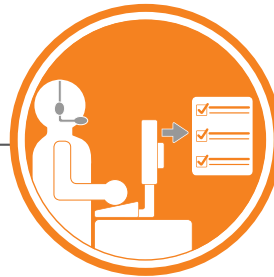
- **Enrollment Management Consulting**
  - Pre-Campaign Consulting & Post Campaign Consulting
- **Direct Response Enrollment Marketing**
  - Lead Generation
- **Application Generation & Marketing Optimization**
  - Lead Qualification & Conversion



Follow-up Enrollment Management Consulting



Campaign Optimization



Post-call Software Analysis



TAAC

The mission of Innovation Ads is to improve the Enrollment Management process in higher education by providing more students at a lower cost per start.

The Enrollment Solutions Platform provides a turn key method for generating applications and enrollments; it combines the skill and knowledge of consultants, with the ability to generate immediate and tangible results that the Company's direct response enrollment marketing network offers. In addition, by striving to add value to both students and schools, Innovation Ads has pioneered new best practices in the enrollment management, enrollment marketing and education lead generation industries.

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## Enrollment Management Consulting

- Pre-Campaign Consulting

## Direct Response Enrollment Marketing

- Lead Generation



## Enrollment Management Consulting

Before launching a direct response enrollment marketing campaign, Innovation Ads' enrollment management consultants conduct a series of on-site and off-site analyses. Preliminary market research is the element that allows all marketing initiatives that follow to be successful from the start.

### These analyses include:

1. Internal Market Analysis
  - a. Mystery Shopping
  - b. Best Practice Examination
2. External Market Analysis
  - a. Competitive Analysis
  - b. Competitive Education Pricing Analysis (CEPA)
  - c. Target Student Profiling

After the initial enrollment management consultation is complete, Innovation Ads' consultants work with the Company's media planning and buying teams in order to develop a direct response enrollment marketing plan that will reach more prospective students, while incurring least cost.



## Direct Response Enrollment Marketing

Once a direct response enrollment marketing plan is developed, the Company's media planners and buyers allocate approved creative materials across Innovation Ads' direct response enrollment marketing network. The network is comprised of over 300 proprietary and affiliate education based portals and the second-largest DRTV media buying capacities in the country. The Company's robust economies of scale ensure that Innovation Ads is generating more applications and enrollments, while incurring less cost.

Innovation Ads' Lead generation capacities are not limited to distributing marketing materials though; the Company also specializes in micro-site development; search engine optimization; virtual tours and, other lead generation techniques that leverage both paid and organic search in order to generate more applications and enrollments.



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## Pre-call Software Screening

In the case that the student fills out a form, this information is first analyzed by Innovation Ads' proprietary enrollment management software before it is passed on to the Company's academic advising center.

This pre-call analysis enables Innovation Ads' team of academic advisors to review the information that prospective students submit before initiating outbound calls. By reviewing the information that is captured prior to speaking with each prospect, the Company's enrollment specialists are able to initiate warm, personalized phone calls with each student.



## The Academic Advising Center

Students respond to advertising materials by initiating an outbound phone call, or filling out an online form. These inquiries are routed to The Academic Advising Center (TAAC) which is an internal contact center that is owned and operated by Innovation Ads, and staffed with academic advisors that work with each client on an exclusive basis.

TAAC is the first academic contact center that allows media buying and distribution to be adjusted in a real-time manner according to the number of applications and enrollments that each marketing campaign generates. TAAC also boasts the ability to initiate an outbound phone call in as little as 15-20 seconds after receiving a lead form submission.



## Post-call Software Analysis

During each phone call, TAAC employees enter qualifying data into the response recognition filter of Innovation Ads' proprietary enrollment management software. Each successful or unsuccessful phone call is documented, along with critical information, such as: the website or commercial that initiated the inquiry; the response of the student—applied, not applied; call back at 5pm, etc. There are over 50 unique responses that the enrollment specialists can select from.

The information that is captured by the response recognition filter is immediately passed to two teams: the Company's enrollment management consultants and the media planners and buyers.

The media teams are able to optimize campaigns on a minute to minute basis, while the Company's consultants make sweeping changes, according to information that is garnered over a longer period of time.

## Application Generation & Marketing Optimization

- Lead Qualification & Conversion

## Enrollment Management Consulting

- Post-Campaign Consulting



## Campaign Optimization

Innovation Ads' proprietary software captures critical data in the response recognition filter. This information is fed in a real time manner to the Company's media planning and buying teams.

The software is able to inform the media teams which specific websites and creative materials are captivating student interest and generating applications. The media teams react by cutting allocation to the portals and channels that are not generating applications, while boosting allocation to the portals that are successful in generating applications and enrollments. This optimization happens on a continuous basis and ensures that marketing dollars are only being spent with publishers that generate applications and enrollments.



## Follow-up Enrollment Management Consulting

The second phase of consultant work involves a deeper analysis of the enrollment funnel, based on new marketing data that has been captured by the Company's enrollment management software.

This follow-up consultant work is typically carried out 5-7 months after campaign initiation. At this time, enrollment management consultants will meet with University's executive staff in order to:

1. Provide in-depth market share analysis based on current data and compared with historical data for similar campaigns
2. Provide market expansion analyses for programs that are being offered but not marketed
3. Provide updated conversion metrics
4. Provide suggestions to improve technological interoperability (as needed)

Follow-up enrollment management consulting also includes an analysis of the company's media planning and buying teams: is the campaign performing as well as expected? What can be done in order to ensure that the cost-per application is on a constant downward trend? Consultants re-assess the initial media plan, and make suggestions for sweeping changes on an as-needed basis.

The mission of Innovation Ads is to improve the Enrollment Management process in higher education by providing schools with more students at a lower cost per start. Contact us today to find out more. 1-888-9-INOADS.

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